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Marshfield Area Chamber of Commerce & Industry (MACCI) held a ribbon cutting for First Impressions Marshfield in their new office at 103 W. McMillan Street, Marshfield, during the summer of 2019. MACCI photo


### Bottom photo


Everett Roehl started Roehl Transport in Central Wisconsin with a single truck, and now, nearly 60 years later, the business has grown to be one of the largest trucking companies in North America. Roehl photo

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## Marshfield in Motion!

We hope you will enjoy reading these stories about living, working, and thriving in the Marshfield area. Learn about growing businesses offering exciting careers. Hear about new things coming in 2021 and beyond such as the Vandehey Aquatic Center, new industrial land, a maker-space, and downtown developments.

If exceptional schools, healthcare and lower cost of living are important to you, look no further. Our central Wisconsin location and four-lane US Highway 10 offer easy access to larger markets. It is a hub for outdoor activities during any season. From water sports, hiking & biking in the summer to skiing, tubing, and snowmobiling in the winter; there is always something exhilarating to enjoy.

Downtown is a destination for shopping, dining, and a gathering place for coffee or bakery treats. Wenzel Family Plaza offers family fun year-round in the heart of the downtown. Marshfield offers a great place for young professionals to get started, a safe family-friendly environment to raise a family, or a relaxing location to enjoy retirement. We invite you to visit for a few days, a few weeks or maybe even forever.



Karen Olson  
Business Development Director  
Marshfield Area Chamber Foundation

To learn more about Marshfield visit the websites listed below or contact our Economic Development Team:

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# Marshfield – Expanding our community

Although this past year brought about significant challenges related to the COVID-19 pandemic, 2020 was another busy year for new and expanded development in Marshfield. While housing continues to be a primary focus, there were a number of expansion projects, new business development, and community projects taking place.

Like most Wisconsin communities, workforce is in high demand and one primary goal is to continue to draw talented people to the area by providing an environment where they want to make their home here long-term, by offering an



Miller

excellent quality of life. Having a variety of housing options is critical for Marshfield's growth and ability to attract workforce. The 2019 Housing Study Update identified housing needs including:

additional owner-occupied housing and developable lots, duplexes, affordable and high-end rentals, as well as pet-friendly and short-term rentals. In 2019-20 there was an uptick in new duplex and multifamily construction. While we exceeded our 10-year average on new single-family home construction, there is still a need to address owner-occupied housing. The city's Economic Development Board is working to address this gap by developing an economic development strategic plan with housing as a top priority.

In addition to housing, business expansion is vital for our local economy. Some of our great local businesses completed expansion projects in 2020. Two of the largest projects were Quality Tank Solutions, which added a new 60,000 square foot facility and Custom Fabricating and Repair, which constructed a new 20,000 square foot manufacturing building.

Other exciting projects happened in 2020. The City also broke ground on the new Vandehey Waters Aquatic Center to replace Hefko Pool that was built in 1933. The Marshfield Area Pet Shelter (MAPS) opened their new state-of-the-art facility this past fall in the Air Business Park on Marshfield's south side. Both of these projects were a long time coming and would not

have happened without generous donations from the community. The Wesley United Methodist Church reopened their downtown congregation after a fire destroyed their building in 2018. Rebuilding after a fire always presents challenges, but the church not only rebuilt, they acquired one of the adjacent properties to expand, providing a great example of downtown revitalization. These projects and efforts by those involved show the resiliency and spirit of the Marshfield community.

Of course, COVID-19 has had, and continues to have, a tremendous impact on our local businesses. Moving forward, 2021 will be a year of recovery for many. For others, development continues and a number of projects will begin or finish construction soon. These new developments signify that our community is growing and continues to remaining strong despite recent hardships with the pandemic.

These upcoming projects, along with the continued effort to work with developers, local businesses, and economic development partners, have Marshfield poised for future growth and expansion in 2021 and beyond.

Josh Miller  
City of Marshfield  
Director of  
Development Services

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## Quality of Life

# Marshfield Made New

Marshfield had long been known as the “City in the Center.”

In its early years, multiple railways ran in and out of the city, with Marshfield second only to the city of Milwaukee in railroad traffic.

Today, it sits at the intersection of U.S. Highway 10, 13, and 97, making it a hub of activity and progress.

With an estimated population of 19,478, the city straddles Marathon and Wood counties, in the center of the state. The downtown boasts historic brick and stone structures constructed at the end of the 19<sup>th</sup> Century, which have been preserved by a caring community.

The 17 city parks, idyllic setting, and numerous amenities give Marshfield a suburban feel in a small-town environment.



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# Why not Marshfield?

By Kris Leonhardt

Alicia Cole Heinrich grew up on a farm in Loyal, about 20 minutes from Marshfield.

"So, we always came to Marshfield every single week, whether it was for church, for grocery shopping, events, dance lessons, stuff like that. So, Marshfield was kind of our second home," explained Alicia.

After graduating from high school, Alicia lived in Marshfield a short time before moving to suburban Minnesota. She later moved to Denver, CO, to start a business.

"I was all about getting out of a small town and moving to a big city," she explained.

In Denver, she started a film production business with three other partners.

"At the time, I think that Denver was one of the top 10 cities to move to," she added.

"I love the mountains. Business has been good out there for us. I met my husband; I started a family out there. And now, I've got a 10-year-old boy and a four-year-old boy. All of our family is back here, except my husband's."

The couple decided that moving back to Marshfield would definitely be in their 5-10 year plan, but circumstances would change all of that.

"My husband got a job offer to move out of state, and we had been looking to downsize and just pay off debt. Denver is super-expensive to live (in)," Alicia explained.

"We had visited my family in August; went tubing down the Wisconsin River, we



Heinrich

had campfires here, and just loved it. My husband looked at me, and he was like, 'We really should consider moving here.' I was kind of like 'No way. Not yet.'"

Alicia said she was thinking that she needed the "big city" for her business.

When the job offer came under serious consideration, Alicia changed her mind.

"We learned how to work remotely with COVID, and I think that kind of gave me the push to say, 'You know what? Let's talk about what our values are for our family.' So, we just started talking through, you know, we want our boys to grow up with some more conservative values. We also want our boys to be around family and cousins," she said.

"It kind of made sense; I think Marshfield is the place to be.

"What surprised me were all of the changes that happened in Marshfield in the last 20 years. I didn't realize some of the new (community elements) – the community center, the art center, the Wenzel Plaza, the new Weber Farm Store.

"Just some of the new things



we have here now; I was like, 'This is just perfect for our family.' Because of the times, we can work anywhere and live where we want or do whatever we want. So, why not Marshfield?

"We have a hospital here; we have incredible health care; the school system is fantastic."

So Alicia; her husband, Brandon; Draven, 10; and Alyster, 4, made the decision to move on Dec. 23, 2020, and relocated to central Wisconsin on Jan. 14, 2021.

"I just felt like we need to get here; we needed to get to Marshfield. We kind of felt like Marshfield would take care of us," Alicia recalled. "Within the first week, my husband had three job offers."

Brandon secured a job in management, and Alicia is

currently teaching remotely with the Colorado Film School. She also takes on freelance jobs and continues projects with her company "Grit House Studios," which works with music and film.

Alicia said that she was pleasantly surprised by the way the community reached out to lend a hand with anything that was needed.

"...the sincere kindness to helping a stranger or just being helpful. This community really is that. I forgot what a small town, more specifically Marshfield, has to offer with that," she said.

"I was surprised by the way Marshfield is offering more things in the community... things that can support a family who wants their kids to be active." ♦



# Marshfield Clinic Health System

## Investing in community care



For Marshfield in Motion

Spend time in Marshfield, and Marshfield Clinic Health System's (MCHS) impact on the community is apparent. The organization, now more than 100 years old, is part of the community's fabric.

Six physicians pooled their knowledge and talents to practice medicine in 1916, creating Marshfield Clinic. The clinic remains guided by the physicians same principles: to enrich lives through assessable, affordable, and compassionate healthcare.

MCHS, with its hospitals, health plan, and technical logical services entities, has grown in diversified services while becoming even more engaged in the community.

### Collaborating on the community

In 2016, MCHS and the YMCA formed a partnership in support of a major capital campaign to expand and improve the existing Marshfield YMCA. After raising nearly \$9 million through the campaign, funds were raised through a public campaign to secure the revenue needed for the project.

With children as a major focus, the YMCA was redesigned to include the Everett and Delores Roehl Youth Center featuring new space for the Youth Net after-school program, Wood County Head Start, and the Marshfield School District's alternative school.

There are also new child care facili-

ties, including classrooms, a kitchen, outdoor playground, and youth center where children can get help with homework.

The new YMCA Roehl Fieldhouse features three basketball courts and a walking track and the Healthy Living Center provides around-the-clock, 24-7 access plus wellness consultation and fitness testing rooms, additional cardio and strength training equipment, and renovated exercise rooms.

The goal of the renovation expansion project was to give more people in the community access to a full range of opportunities to improve their quality of life.

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## Redefining medicine

The Marshfield Clinic Research Institute is among a group of medical and scientific organizations collaborating in a nationwide research project called “All of Us.”

All of Us is building research toward precision medicine, a new method to address disease treatment and prevention that takes into account a person’s lifestyle, environment, and genetic makeup.

“It’s a national effort to recruit a million people to develop precision medicine research,” said Dr. Murray Brilliant, who serves as the principal investigator for All of Us Wisconsin. “This research in precision medicine will then be used to power where we are going and how we are going to transform health care into personalized precision-type medicine.

“In order to do that, we have to have large amounts of data, so we can account for individual differences between people and how that contributes to their health and well being. In a million people, things that are present even in only one in a thousand; in a million, there are a thousand cases of that. So, we can learn even something as rare as one in a thousand, what is the best treatment, what contributes to people having this particular disorder, how can we prevent it, and how can we best take care of it.”

Brilliant said that Research Institute’s personalized medicine project was a precursor the center’s involvement in the project.

“This has actually served as a model for this precision medicine initiative,” he said. “We have 20,000 people in the personalized medicine research project, and we’ve come up with, really, hundreds of study results and publications, and even novel treatments – potential novel treatments have come out of that research using only 20,000 people. So, we think that expanding this type of research to a million people across the country will be quite the transformative event for the future of medical care.”



## The system

Today, Marshfield Clinic Health system is one of the largest private, multispecialty clinics in the country.

The system currently has about 800 physicians in more than 80 specialties at 50 locations, and the system continues to grow.

## The Marshfield campus

In addition to the medical services provided by their clinic and hospital, the Marshfield Clinic Marshfield campus facility efforts encompass research, education, insurance, and outreach.

## Research

Marshfield Clinic Research Institute (MCRI) was established in 1959. Housed primarily in the Lawton Center and the Melvin R. Laird Center on the Marshfield campus, MCRI scientists conduct clinical research, rural and agricultural health and safety research, work in human genetics, epidemiology and biomedical informatics.

## Education

Marshfield Clinic Education Foundation has a history of commitment to education and public service. Marshfield Clinic annually provides over 900 students with nearly 1,500 educational experiences. Residency programs include internal medicine, pediatrics,

medicine and pediatrics, dermatology, surgery, transitional year and pharmacy as well as fellowships in palliative care, non-operative spine and post-doctoral psychology. As an academic campus of the University of Wisconsin School of Medicine and Public Health, Marshfield Clinic provides clinical and educational experiences for students of every level.

## Security Health Plan

Security Health Plan of Wisconsin, Inc., is the health maintenance organization owned by Marshfield Clinic, providing comprehensive health insurance options to more than 200,000 people across all 72 counties in Wisconsin. Security Health Plan was created in 1986 as an outgrowth of Greater Marshfield Health Plan, established in 1971.

## Outreach

Marshfield Clinic’s Outreach Services program provides service to over 1,200 hospitals, clinics and other sites. Services include off-site physician consultation, 24-hour EKG interpretation, mobile echocardiography, reference laboratory, regional blood banking, radiology, EEGs, orthotics/prosthetics, radiation physics, pulmonary function, and biomedical electronics. ♦



# Vandehey Waters: Pride of the community

By Justin Casperson  
Marshfield Parks & Recreation Department Director

The Marshfield community has recently invested in many quality-of-life amenities that show the pride felt by those who call it “home.” Marshfield is the largest city in Wisconsin that has no natural waterway, so they must develop their own water-based recreation activities. The new Vandehey Waters Aquatic Center offers a much-needed way to enjoy the outdoors during Wisconsin summers. The new facility provides a place where children can learn to swim, socialize and get outside, away from electronic devices. It offers exercise for people of all ages.

The Vandehey Waters Aquatic Center will have a positive economic impact in Marshfield, especially at the south end of town. It will help to attract families to live and stay.

The new center will include two tube slides, two diving boards, a climbing wall, basketball hoops, kid’s play structure, a current channel, lap lanes, concessions, family changing rooms, an open-air shelter, and plenty of lounge chairs, grassy areas and shade structures.

The project is funded through a 50-50 public-private partnership. The estimated cost for the new aquatic center is approximately \$7 million. Construction started in August of 2020. The opening is scheduled for July of 2021.

The project could not happen without the generosity of the Vandehey family. The Vandehey family has been a part of the Marshfield community since 1965, when Frank & Patricia Vandehey started Mid-State Truck Service; a full-service heavy-duty truck dealership. They later added commercial truck leasing, as well as the International School Bus franchise.

After 34 years, Frank retired in 1999 and turned it over to his two sons, Jon and Tom Vandehey. Following in their father’s footsteps, they continued to expand the company, now with eight locations, spanning across Wisconsin and into Minnesota.

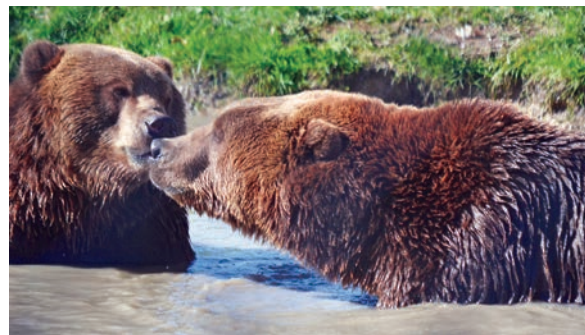
As a company, they take great pride in the local communities where they reside. By supporting monetarily, as well as staying active within the communities, they continuously help make them a better place to work and live.



## Wildwood Park & Zoo

Wildwood Zoo provides visitors a family adventure in a natural park environment featuring a wide variety of North American species. The zoo is a place to explore the diversity of wildlife and habitat preservation. Zoo staff work to foster an understanding of our partnership with nature and the environment through animal conservation, education, and recreational opportunities.

The zoo features rare twin Kodiak bears Munsey & Boda, and newly expanded Cougar Exhibit and Welcome Center. See wolves, mountain goats, bald eagles, buffalo, and so much more.



woodlands, and grasslands. The area is approximately 6,500 acres in size and is located in the southwest corner of Marathon County, just one mile north of the city limits of Marshfield. This seasonal bicycle trail is open May 1 - August 31 and other recreational activities include hiking and wildlife viewing.

### Mill Creek Trail

Located on the south side of Marshfield in the Mill Creek Business Park. The preferred access to the trail is at 29th Street and Apple Avenue. This trail has a 10' wide asphalt surface, 2.87 miles long.

### Hamus Nature Preserve Trail

Located at 210 Wilderness View Drive, it includes over one mile of asphalt trails with a small pond in the area.

### Wildwood Zoo Trails

Wildwood Zoo has a wonderful web of trails where you can watch wildlife, and have a great bike ride.

Marshfield is home to over a dozen trails, learn about them all at [www.bikemarshfield.com](http://www.bikemarshfield.com). ♦

## Bike Trails

Marshfield is connected by a 10-mile web of asphalt-covered trails. Their creation is based on the notion that getting to work and school on bike or foot is better than getting there by car.

### Wildwood Connector Trail

The Wildwood Connector Trail is a new addition to Marshfield’s impressive biking and walking trail system. Lace up your running shoes and fill up your bike tires to enjoy a fun healthy activity.

### McMillan Marsh Wildlife Area

Near the headwaters of the Little Eau Pleine River, McMillan Marsh Wildlife Area is a diverse landscape of wetlands,

# Come home to Marshfield

Marshfield is home to three recently constructed apartment complexes, in response to a growing need in the city:

## SCS Marshfield Apartments

SCS Marshfield Apartments are located at 1900-2008 North Hume Avenue, Marshfield.

Constructed by S.C. Swiderski, LLC., Mosinee, the project was approved by the city in January 2018 and is expected to be fully completed in 2021.

The complex boasts 160 units – four 12-unit buildings, with 16 two-bedroom and 32 three-bedroom; and seven 16-unit buildings, with 56 two bedroom and 56 one-bedroom. The units have detached garages.

For more information, visit [www.scswidewski.com/scs-marshfield](http://www.scswidewski.com/scs-marshfield).

## The Highlands of Marshfield

The Highlands are located at 1007-1025 North Hume Avenue, Marshfield.

Nicolet Lumber Co., Green Bay, built the apartments. The project was approved by the city in February 2018, and all apartments were completed by 2020.

There 108 units – nine 12-unit buildings – all two-bedroom and attached garages.

For more information, visit <https://highlandsofmarshfield.com>.

## Premier Heritage Estates Apartments

The buildings are located at 902, 1002, 1104 E. Heritage Drive, Marshfield.

Nicolet Lumber Co., Green Bay, built the apartments. The project was approved by the city in February 2018. All apartments were completed by 2019.



There are 36 units – three 12-unit buildings. All apartments are two-bedroom units with attached garages.

For more information, visit <https://heritageestateswi.com>. ♦



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# Metal manufacturing and fabricating is one of central Wisconsin's top industry sectors

Recent expansions in Marshfield include Quality Tank Solutions' new 60,000 square-foot building and Custom Fabrication and Repair's new 20,000 square-foot manufacturing facility. With Innovative Machine Specialists' 20,000 square-foot addition, the growth is testimony to an expanding industry sector. There is a strong demand for welders, fabricators, machinists and more.

These businesses serve many industries, including dairy and food which continues to see strong growth.

To support this continued upsurge, a Central Wisconsin Metal Manufacturers Alliance was created in 2016, led by business and industry, to increase educational and career awareness in these trades.

To learn more about companies supporting these efforts, visit <https://cwimma.com>. ♦



## New agriculture lab comes to Mid-State's Marshfield campus

For Marshfield in Motion

After a 2020, agriculture students at Mid-State Technical College now have a dedicated agriculture lab on the college's Marshfield campus, prominently located in one the first classrooms visitors encounter when walking down the main corridor.

The timing of the project coincides with Mid-State's celebration of 100 years in Marshfield and delivered the new lab for student use at the beginning of the fall semester.

"I know our agriculture students will feel even more connected to the College now that they have their designated area for hands-on labs," said Mid-State Agribusiness Instructor Teri Raatz.

In the past, students working toward Mid-State's Agribusiness and Science Technol-



ogy associate degree or the embedded technical diplomas, Farm Business & Production Management and Farm Operation, were scheduled in any normal classroom with carpet. With no dedicated agriculture lab, scheduling changes meant that lab materials were stored in various places throughout campus.

According to Raatz, the new ag lab better supports long-term experiments that can remain set up in the

classroom. Labs such as food dehydration, yogurt making and growing plants can remain in the classroom without having to be relocated to instructor offices. All of the furniture is also movable and can be rolled out of the way to make space for specific lab activities such as milk and food product processing/testing, soil and feed testing/identification and plant identification. The large viewing window allows

other students and visitors to observe the hands-on activities taking place in the classroom.

With agriculture and technology becoming increasingly intertwined, Mid-State wanted to bring in the latest technology, including laptops and tablets, that will allow students to work with programs and industry-recognized simulations.

"Previously the space we provided for our agriculture programming was adequate, but this renovation really shows Mid-State's commitment to offering agriculture programs," said Marshfield Campus Dean Dr. Alex Lendved. "Everything about this project, including its highly visible location within the building, demonstrates the pride we all feel for agriculture and our agriculture programming." ♦

# Columbus Catholic Schools: Meeting every family's needs

By David Eaton  
CCS Principal

Columbus Catholic Schools (CCS) serves students from three-year-old preschool through high school graduation. Being a Catholic school, faith formation and education is part of each day. Students attend daily religion classes and weekly Mass. Students of all denominations are welcome at CCS, though, and all are treated with kindness and respect, without discrimination based on religion.

Columbus Catholic Middle School and Columbus Catholic High School share the Columbus building.

Together they serve students in sixth through 12th grade, with teachers in music, art, physical education, Spanish, and career and technical education serving both schools. Both schools offer a challenging curriculum with honors and advanced classes, including Advanced Placement classes at the high school level. The high school is a one-to-one Chromebook school, with Chromebook labs, including multiple mobile labs also serving the middle school.

CCS participates in the Wisconsin Parental Choice Program and qualifying families can attend 4K through 12th grade tuition-free. For those families not qualifying for the Choice program, CCS offers its own tuition grant program committed to meeting every family's needs. ♦



## Marshfield School District: A foundation for success

For Marshfield in Motion

The Marshfield School District, is a unified school district with an average annual budget of \$54 million, and serves approximately 4,000 students. The district employs 266 teachers, 21 administrators, and 167 support personnel with a payroll of approximately \$24.5 million.

Bus transportation is provided for students who live outside the city limits. City residents may also purchase transportation from the contracted bus company.

The district's facilities consist of five elementary schools – Grant, Lincoln, Madison, Nasonville, Washington – a



middle school, high school, as well as 4K and Alternative School programs.

The school system has churned out National Merit Scholarship semifinalists every year since 2018, on an average of four per year.

The generosity of the Marshfield community recently

provided all new athletic facilities for football, soccer, softball, baseball, lacrosse, and running track events.

### Advanced Placement (AP) program

Marshfield High School's Advanced Placement (AP) program is one of the most

successful AP programs in the state of Wisconsin. It is one of the few schools in the state to offer 30 AP courses, while the average American high school only offers eight.

Marshfield High School is one of 25 high schools to earn a "Level 1 – Pacesetter Award" by the Wisconsin AP Advisory Council, which is awarded to schools where 30 percent or more of all student participate in at least one AP exam and 70 percent or more of those students earn passing scores.

MHS has the most AP State Scholars of any high school in Wisconsin dating back to 1994, based on the College Board's AP Awards and



The Advanced Placement program at Marshfield High School is dedicated to encouraging and assisting all students who plan on attending post-secondary education, and with dedicated teachers, administrators, and families, the program has built a strong foundation to continue its exceptionalism.

Youth Apprenticeship is designed for high school students who want hands-on learning in a career area at a worksite, along with related classroom instruction. Youth Apprenticeship offers several career programs to pursue in-demand careers.

Youth Apprenticeship students have paid on-the-job work experience, earn a skills certificate, and learn about multiple aspects of an industry. After graduation, Youth Apprenticeship students move straight into the workforce, registered apprenticeship, or continue their education at a post-secondary institution. ♦

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# Local colleges provide opportunity right at home

For Marshfield in Motion

Marshfield's local colleges continue to provide local post-secondary education opportunities for area high school graduates and beyond.

Recent focus resides in the STEM area – science, technology, engineering, and mathematics. According to the United States Department of Education, 16 percent of high school seniors are skilled in mathematics and interested in a STEM field, but only half of those who choose a STEM course of study actually choose a career in that area.

Marshfield area post-secondary schools are also working to address this need.



## Mid-State Technical College

Mid-State Technical Colleges offers a vast range of opportunities for people in all walks of life: recent high school graduates, those wishing to transfer to a four-year college or university, those changing careers, and others who wish to learn in their leisure.

Mid-State, one of 16 colleges in the Wisconsin Technical College System, offers associate degrees, technical diplomas and certificates in a variety of high-demand fields. With campuses in Adams, Marshfield, Stevens Point, and Wisconsin Rapids, the college district serves a resident population of approximately 172,421.

Mid-State's student-focused environment, state-of-the-art technology, and faculty with professional experience in the fields they teach provide Mid-State graduates with real-world skills, knowledge, experience and confidence they need for an in-demand career.

More than 9 in 10 Mid-State graduates are employed within six months of graduation.

For more information, visit [mstc.edu](http://mstc.edu).



## UW – Stevens Point at Marshfield

UW-Marshfield/Wood County, founded in 1964, is now the University of Wisconsin-Stevens Point (UWSP) at Marshfield, joining 12 other two-year campuses of the UW Colleges which became part of seven larger, four-year universities. The move came as part of a UW System restructuring.

The reorganization allows the schools to share personnel and makes it easier for students at the two-year colleges to move to four-year schools to get degrees.

The wooded, 114-acre campus is located in a quiet, residential area. The campus is just west of downtown Marshfield.

As part of the UW system, the university offers: the foundation coursework for more than 200 majors, an Associate of Arts and Sciences degree, and several collaborative bachelor degrees.

UWSP offers all of the benefits of a small, private liberal arts college, within the resources of the world-class University of Wisconsin System.

The community recently invested in a two-story, 17,000 square-foot addition to the facilities – the Everett Roehl STEM Center – in an effort to encourage education in the science, technology, engineering, and mathematics fields.

For more information, visit [www.uwsp.edu/marshfield/Pages/default.aspx](http://www.uwsp.edu/marshfield/Pages/default.aspx). ♦

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As Main Street Marshfield celebrated its 30<sup>th</sup> year in 2020, the organization had seen 1,288 new downtown jobs, \$73.7 million in private investments, \$26.1 million in public investments, 62 new downtown housing units, and 223 building rehabilitation projects.

In 2020, the downtown saw 13 new businesses, with six companies relocating into the area. Six public improvement projects were completed and four businesses took advantage of a 50/50 façade grant program. ♦

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# Main Street Marshfield *Strengthen and Energize*

By Kaelie Gomez  
Main Street Marshfield Executive Director

Main Street Marshfield continues work to strengthen and energize our historic downtown.

## Design

The design committee hosts annual fall and holiday window display competitions, continuing to offer opportunities to keep eyes on businesses throughout the seasons. The group also painted a walking path from the ball fields to through the Central Ave BID district to engage visitors in the short stroll from ballgames to downtown.

They worked with the Economic Development Board and Exclamation to install two new kiosks with customized maps of downtown featuring retail, restaurant, and entertainment businesses by name. Overall, six public improvement projects and over \$20,000 increased district visibility and beautification.

Partnership with the city of Marshfield again allowed for distribution of the Public-Right-of-Way sidewalk use program and the 50/50 Facade Grant program. It was a pleasant surprise to see long-term vision for property investment remained strong.

Facade grants were offered to the Bal-tus offices, the Boardroom, Chestnut Center for the Arts, and the Deming Building. These four projects alone infused hundreds of thousands of dollars in private property downtown in one of our favorite annual opportunities for public/private partnership.



Gomez

## Organization/ Economic Vitality

The organization committee partnered frequently with economic vitality committee in 2020. They made business calls, checking in with the current needs of downtown. They ensured the mission was honored in each new initiative. Several

adjusting projects were attempted, including a flyer campaign for local shopping awareness and customer safety, which swiftly became irrelevant with new restrictive orders. So much of the year was taking in information, processing it, then communicating it to the downtown network to be sure all were informed and ready to take action.

The committee helped develop a strategy that would allow for one-on-one customized marketing analysis, strategy, and next steps in marketing or eCommerce for any downtown business - from brand new to those who've been here 100 years.

## Promotion

The promotion committee holds events like Hub City Days, Fall Beer Walk, Downtown Trick-or-Treating, Holiday Parade, and Holiday Wine Walk set on the calendar.

Event volunteers invested 222 hours of their time in downtown initiatives. Board and committee volunteers invested 458 hours of their time in meetings, planning, and projects. In total, these 680 hours of volunteer time are valued at over \$17,000. ♦





# MoJo's: Growing by leaps and bounds

By Kris Leonhardt

Seeing the downtown developing into a hub of activity, Matt & Jen Olson and their family wanted to play a part in the downtown culture and help it thrive and grow.

Taking their original business concept, they revised their plans and sought out a downtown location.

"We originally were looking into doing a food truck but then as we talked a bit more we decided to use the food truck concept to create that within a brick and mortar," said Jen Olson.

They found an ideal location in a building being restored by Chris & Erin Howard at the intersection of Second Street and Central Avenue. Located a block from the Wenzel Family Plaza, on the Second Street Corridor, it was a perfect fit.

While the Olsons had hesitations about the venture, they believed in what



they were doing and what it could do for the family, and opened "Mojo's Pasta House & Cajun Cook Shack."

"Like anyone looking into opening a new business, we were nervous about everything from generating enough business to cover the cost of keeping the doors open to deciding on

the menu and the actual concept," Jen said. "We decided that we believed in what and why we were doing this so as long as we stayed true to our family and who we are that we could do it."

Jen added that the family was surprised and "overwhelmed by the support" during the challenges of their first couple of years.

That support helped catapult the business into a new venture.

During the 2020 environment, the Olsons decided to bump up a project in-

cluded in their five to seven year plans.

"With everything changing, we decided that we needed to find a way to make the plans move forward way ahead of our original timeline," Olson added.

"We are fortunate to be approaching our third year and within the past nearly three years, we have been able to bring on additional staff, grow our customer base and recently were able to open Bleu Plate, which is our deli and specialty market.



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"The Bleu Plate is something we talked about as a long term goal. We wanted to create a space that brought back the old school traditional deli-casens/corner bodega. We want it to be a place to stop in to grab a quick sandwich and a little conversation as well as the place to be able to order your meats and cheeses sliced the way you want, taste a few new things and be able to ask questions about what you are buying. The kind of 'counter culture,' where you feel like you are standing in your mom's/friend's kitchen while they are preparing your meal."

The Olsons expanded into the space next door in the same building and opened "Bleu Plate - Mojo's Deli & Market."

With the work they

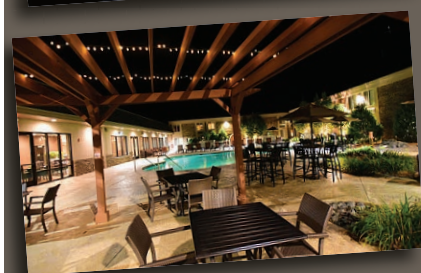
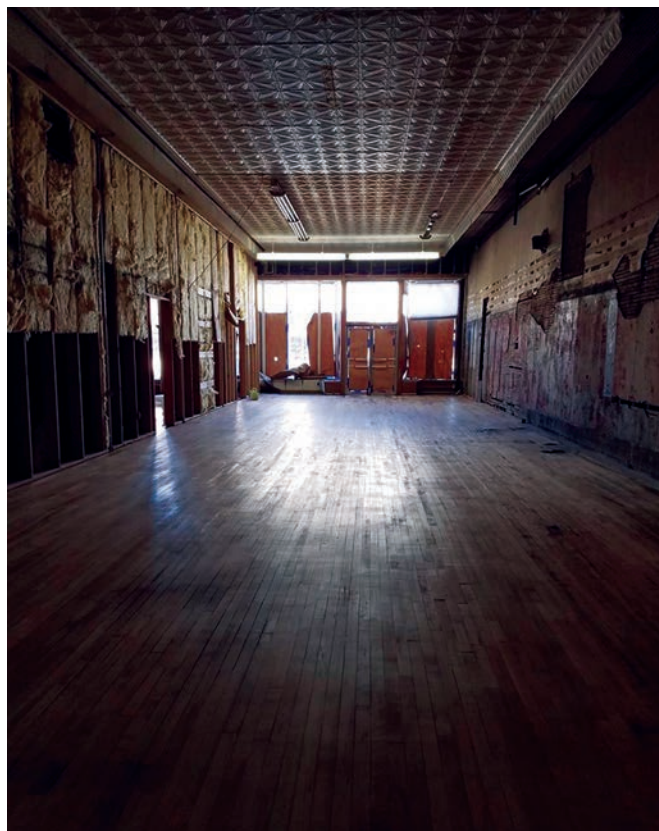
completed on the space the Olsons qualified for the Main Street Downtown Interior Facade reimbursement grant, which was split between them and the building owners.

"This reimbursed us for a portion of the work that we did on the Bleu Plate space," Jen said.

Jen added that the move downtown has been a plus to their development and growth.

"We love our downtown location. We have wonderful neighbors that support and encourage us. We also love seeing the new businesses that are choosing the downtown location.

With all of the diverse, fun things to do downtown along with all of the businesses and shops there are, we feel having a space here is perfect for us." ♦



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# The Wenzel Family Plaza & the Second Street Corridor

Constructed in 2018, the Wenzel Family Plaza serves as a multiuse, year-round gathering space for the community for events, relaxation, art, and entertainment, and is being built with a combination of city and private funds, which includes a large contribution by the Wenzel family, creators of Wenzel Farm Sausage.

Marshfield has joined a growing number of municipalities following on the successes of established public plazas.

Marshfield has already seen an influx of several new dining businesses and other retail outlets since the plaza's



introduction.

Programming the plaza is an important goal of the Wenzel Family Plaza Com-

mittee, which is made up of contributors from the City of Marshfield, Marshfield Convention and Visitors

Bureau, Main Street Marshfield, MACCI, and Chestnut Center for the Arts. With the assistance of a coordinator, the plaza sees activity and events year-round.

The plaza is located on the "Second Street Corridor," a downtown city connection between the Everett Roehl Marshfield Public Library and Steven J. Miller Park to Central Avenue, through the heart of downtown.

The development, being completed in stages, features significant landscaping, traffic calming methods, street amenities, and other bicycle and pedestrian improvements. ♦



## Façade Grant Program

The city of Marshfield Façade Improvement Program has encouraged exterior building improvements, since its initiation in 2009. The Façade Improvement Program was launched using \$50,000 in funds designated by the city, for the downtown area from Veterans Parkway to Fifth Street, on buildings facing Central Avenue.

The overwhelming response

encouraged organizers and the city to expand the Façade Improvement Program, adding funds and enlarging the coverage area.

In 2011, the program was extended to all properties within the downtown Tax Incremental Financing District.

As the grant program progressed, Main Street Marshfield and the Economic Development Board

stepped in and took over the funding through their annual budgets.

In the first five years alone, the program administered grants for 44 projects, implementing \$2.2 million of improvements through public and private funds.

The purpose of the 50/50 Façade Grant is to provide a resource to help businesses and non-residential building

owners with their revitalization efforts to stimulate exterior building improvements in the downtown area.

The grants are intended to maintain the character and spirit of Downtown Marshfield.

In addition to front facades, the 50-50 match program has been extended to rear facades, ADA accessibility elements, and upgrading gravel areas to hard surface. ♦

# Keep them coming

The city of Marshfield is home to many longtime businesses. Those marking 50 years or more in 2021 include: MACCI, McMillan Warner Mutual Insurance; Central Wisconsin State Fair; Felker Brothers Corporation; Partners Bank; Mid-State Technical College; Hansen-Schilling Funeral Home & Cremation Center; Schwarz Insurance Agency; Mitten's Furniture Appliance & Electronics; Atrium Post Acute Care of Marshfield; Hiller's True Value, Inc.; House of Heating, Inc.; Northside E-Z Way Laundromat; Power Pac, Inc.; Rembs, Marshfield Utilities; Citizens State Bank; Nelson-Jameson; Wenzel's Farm; Art's Body Shop; Weber's Farm Store; Shaw's Wrecking Yard; Carpet City; Marshfield Monument; Wisconsin Homes; V & H Auto-



mobile; Hub City Times; Reigel Plumbing & Heating; and Marshfield Clinic Health System.

Many, many more have been in business over 20 years.

The community is loyal to its local businesses, while the city attracts those from all over the state, due in part to the medical campus on the city's north side. ♦

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# MACCI: Celebrating 75

By Kris Leonhardt

In 2021, the Marshfield Area Chamber of Commerce & Industry marked 75 years of serving the community.

It's presence in the community dates back to February 1946, when the new "Marshfield Chamber of Commerce" held its initial meeting at the city hall with 55 members in attendance.

Over the next decade, the group worked to build their local presence and developed a purpose in their dedication to "the preservation of free institutions, to constitutional government, and to a determination to do everything within the range of their capabilities and opportunities to meet the necessity for the creation of jobs, goods, and services" for the city of Marshfield.

The organization operated under the Marshfield Chamber of Commerce moniker until 1961. During an April 5 meeting, directors changed the name of Marshfield's chamber to the Marshfield Area Chamber of Commerce.

The addition of "Area" was made to include members outside the city limits. The matter had been an ongoing conversation and similar changes made by the Wausau and Wisconsin Rapids chambers gave it the final push needed.

In October 1986, Marshfield Area Chamber of Commerce directors voted to merge with the Marshfield Development Corporation to become one organization.

Former Mayor Marilyn Hardacre was hired to handle the merger and had previously worked as the executive director of the Marshfield Development Corporation.

The organizations said that the merger would create strength in management and finance, with the two agencies roles often overlapping.



An early Marshfield Chamber of Commerce event. **MACCI photo**

Hardacre took on the role of executive director and began promoting Marshfield as "The City in the Center."

A 36-member MACCI Ambassador Club led a membership drive with the goal of hitting 400 members by the end of the year.

Over the next years, the organization and its membership continued to grow, as more and more community programs were instituted.

Former executive director, Barb Fleisner LaMue recalls a community that was supportive of their campaigns and events.

"I have very many great memories," she said. "I think the most rewarding was working with a very talented team and how we didn't need to even ask for volunteers. The community was always there to support our work."

Upon Fleisner LaMue's departure, Scott Larson came on

as the organization's executive director and is now marking his 15th year with MACCI.

Larson said that while the organization's focus remains the same, their efforts continue to change over time.

"During my tenure with MACCI, the organizational focus has always been and remains focused upon economic development, business development and community promotion. This has been affirmed by a recent MACCI membership survey. Over the years, how those efforts have been undertaken have changed and will continue to change. Economic development focuses on doing business and growing opportunistically.

"It's more than just having land and incentives available. It now encompasses technology; such as, broadband service, workforce availability and educational opportunities. Business development now

seems to focus more upon talent development, with a focus on creating sustainable workforce pipelines by interacting with K-12 and post-secondary educational institutions. Community promotion is now more about quality of place and the amenities; such as, housing, cultural and recreational opportunities and community activities that are necessary to attract and retain talent to an area."

Larson said that today MACCI prioritizes developing and exploiting the following influences: belonging and gathering, by engaging members and exciting participation; communications and technology, by communicating with members; scarcity and abundance, taking advantage and managing resources as needed; resource alignment, through revenue generation; and catalytic leadership, encouraging, influencing, and growing leaders.

"From these five influences the organization developed the following strategies. Drive, influence, and create active leaders from the MACCI board to civic institutions to community organizations; be the go-to resource for relevant, insightful, useful and timely information to members; be the first thought and the go-to resource for workforce development in the Marshfield area; make the MACCI website a go-to resource for members, the community, and potential residents."

In addition to Larson, the current staff consists of: Karen Olson, business development director; Debbie Bauer, program director; Karen Isaacson, talent & member relations director; and Jessica Roehl, administrative assistant. ♦

# Seventy-five years and counting

By Mike Warren

Seventy-five years is certainly cause for celebration for any business. But for Nelson-Jameson, the milestone comes as the company continues to grow, expand, and innovate.

As the 2022 anniversary approached, Nelson-Jameson's corporate headquarters were once again on the move. In 2019, Nelson-Jameson purchased an existing office building – the former Figi's, Inc. headquarters – and moved its headquarters and consolidated its customer service division all into one building at 3200 S. Central Avenue, on Marshfield's southwest side.

Seventy years after moving to Marshfield, the company once again found itself renovating office space into a state-of-the-art facility. That move and



those renovation efforts caught the attention of the Marshfield Area Chamber of Commerce and Industry's "Firm of the Year" selection committee, and in January 2021, gave Nelson-Jameson the 65th annual

award, making the company the fourth two-time winner of the honor.

During an acceptance speech, Adam Nelson noted that it was a need for growth and expansion that first led the company to Marshfield in 1949, after initially being launched in Toluco, IL, by Earl Nelson, his father Ted, Herb Jameson, and Bob Dougherty.

"It was a cow density map of all things that drew Nelson-Jameson to Marshfield", Nelson said. "The dairy industry was, and is, strong in central Wisconsin, and Marshfield seemed like the perfect jumping-off point for delivering to the numerous cheesemakers who called this area home. Our tagline 'Your safe,

quality food is our business' really encapsulates our approach. We make it our business to do everything we can to help our customers produce top-quality products safely."

The single-source food, dairy, and beverage processing plant supplier does that while utilizing more than five-million cubic feet of stocking capacity at five distribution centers in Marshfield, along with four others in California, Idaho, Texas, and Pennsylvania, plus a sales office in Chicago, IL.

The firm now has over 200 employees, with customers in all 50 states and over 80 countries. Its product line represents over 850 manufacturers, selling and distributing everything from lab equipment and supplies to sanitary pipes, workplace safety resources, cleaning chemicals, valves and fittings, janitorial supplies, and much more.

And, the "family-owned" company has stayed that way. The firm is now run by the third and fourth generation of the Nelson family. And they are good stewards of the community they have called home for more than 70 years, giving to such projects as the new library and YMCA, the United Way, and UW-Stevens Point at Marshfield, just to name a few. ♦



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# Rices Capitol Carpet: Growing the business, while keeping a small-town feel



By Kris Leonhardt

Rice's Capitol Carpet, MACCI's 2021 Small Business of the Year, is a locally-owned family business that started in 1973 and has grown into a facility that utilizes 13,000 square feet of space.

"Rice's humble beginnings started on Main Street. Dave Lenz worked in the flooring world starting at the age of 16. Dave and Kathy Lenz purchased Rice's back in the early 1980s from the Rice Family," said Kerry Lenz.

On Jan. 1, 2016, Kerry and her husband, Brad, purchased the long-time business from Dave and Kathy, Brad's parents.

"From 2016 to today Rice's has invested capital and an unquantifiable number of hours back into the business," Kerry said.

"With a staff of approximately 19 full and part-time employees plus our amazing subcontracting crews, Rice's is very proud of their reputation for high-quality products, reliable installations, and accurate advice."

Though they purchased the business in 2016, Kerry said that Brad has been a fixture there for quite some time.

"Brad worked with the business at a young age starting with cleaning and organizing. Today you can even catch (our) three children cleaning, organizing, or labeling samples after school or on the weekends."

The couple said that the community has been very supportive through some trying times, and they enjoy repaying the kindness by giving back.

Kerry added that she also enjoys bringing "customers and visions" to life and that networking is an important aspect of keeping the business thriving.

"Networking with other like-minded dealers that challenge us to think outside the box. The industry is changing rapidly, and our team stays on the cutting edge of technology, and we create ideas/concepts that keep us leading the industry," she said.

But that same technology and a faster pace can also create its challenges.

"... how to grow while keeping the small business feel. Creating better communication of our in-house team, sub-contracting teams, and customers. With today's 'Amazon,' it can put a strain on our team to communicate quickly, accurately, and meet the deadlines while still providing the service the customers expect." ♦



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## Industry

### On the move

Marshfield is a community with a diverse array of industry. While healthcare holds a cornerstone in local trade, agriculture also has a foothold in the community.

The area features a large number of stainless steel and fabrication companies, as well as serving as a transportation hub.

Due to its centralized location; its presence at the intersection of U.S. Highways 10, 13, & 97; and its proximity to the Canadian National Railway, it is ideal location for big commerce.

Marshfield is home to three industrial parks – Yellowstone, Mill Creek, and Norwood – and the city is in the process of developing a fourth – East Yellowstone. ♦



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# Hastreiter Industries: Working better together

By Kris Leonhardt

After graduating from the Mid-State Technical College Machine Tool program, Ken Hastreiter took a job as a machinist with a Stevens Point aerospace company.

"He was always an entrepreneur at heart, but it was actually a situation that pushed him into starting his own business," explained Ken's son, Kylan, vice president of Hastreiter Industries.

"He left the aerospace company to go to Cleveland, where my mother was getting her masters degree. The company had a policy that if you left in a two-year time period and came back; you had to start at the bottom again."

Rather than start all over again, Ken's wife Sondra suggested he start his own business.

"They came back to Marshfield when she graduated. She worked in (Marshfield), and he started the business with a single manual lathe," Kylan said. "It was originally called Universal Tool and Machine (UTM.) He ended up doing work for the aerospace company he had previously worked for."

The business started out in a small rented facility, which the Hastreiters refer to affectionately as an old "hog barn," which was rented for \$50 a month.

The young machining and deburring company found its niche when Ken was asked to produce a part for a hospital bed which no one else could manufacture.

The company then hit its stride, incorporating and purchasing its first computer numerical control (CNC) lathe.



"(He) got up to somewhere around 10 employees during the first Gulf War. A lot of what he was doing was in the aerospace industry, and when the Gulf War ended, all that work dried up," Kylan said. "So, then, he shifted more into the energy industry, so parts for power generation. From the end of the Gulf War until 2016, basically he only had one to two employees on average."

By 2016, the company had four CNC machines, one employee and Ken was semi-retired, while Sondra was doing the bookwork.

"He was very happy to keep the business small for all of those years, because there were no headaches – no problems, no headaches," Kylan added.

Meanwhile, the Hastreiters' children – Keegan, Kylan, and Kody – were finding their own paths.

"You can't have a business-owner dad and not have entrepreneurship and the business mindset, and fiscal responsibility, and have that not rub off on to you. But, he always told us 'go find your thing,'" Kylan recalled.

In 2016, Keegan and Kylan returned with a desire to grow the business.

"What prompted that and brought that about actually starts before 2016," explained Kylan.

That precursor not only boosted the business into a new era, it set in motion a movement that would benefit the entire community.

Breaking the cycle

"Ken and Sondra got a vision for a nonprofit organization in 2011," Kylan explained. "The idea for the nonprofit was that there are a lot of people that are coming out of challenged backgrounds that didn't have direction in life or they want change in their life, but where do they get it. People that, for a lack of better word are 'successful,' they had somebody – a parent or a mentor or a teacher or a Boy Scout leader or a soccer coach – somebody in their life. But, not everybody has that when they need it."

"There are a lot of good organizations that are investing in people with challenged backgrounds, but when they leave the four walls of the nonprofits, where do they go? Back to their old environment, because they may not have the education, the skills; they don't necessarily have the economic means to move out of that environment. So, when they go back to their old environment, what happens then? It just makes it really hard for them to continue the path that they want." The Hastreiters had a plan to help fill that gap and use the business to give them the trade skills needed.

"Then they have the economic means to go where they want; they can be mobile," he added.

Added to a gap the trade industries are seeing in skilled workers, the Hastreiters knew they could make a difference in several ways.

The nonprofit, Shiloh Bound, received 501(c) (3) status in 2013.

"Looking at the business in 2016, we had one employee. We were not big enough to

train and take on people and that is actually why we are trying to grow the business, to get to the size where we can get to this original vision,” Kylan said.

“We also figured, someday, we would launch a makerspace; after this, but now it’s flipped. We are going to do the makerspace, then this program.”

Since 2016, the company has since moved into new, larger facilities on the south side of Marshfield and has two dozen employees.

The business will be built up into a three-tier shop, as it moves from low volume, high mix production into higher volume manufacturing.

“As a company, we have to keep growing into new markets and diversifying,” Kylan said.

The Makerspace

“Now, we are working with

MACCI, UW-Stevens Point, Mid-State Technical College, Marshfield High School is on the steering committee as well, along with those. Beyond Marshfield, nine other area school districts as well,” Kylan explained.

He recalled a group of eighth graders coming through on the “Heavy Metal Tour” and a young girl’s interest in what the company was doing. But, aware of the lack of machining equipment in many local schools, Kylan knew there was most likely no place for her to develop that interest.

“So, the idea is we can create this area, and put all of this advanced technology in there, in a central location that is accessible to all of these schools. So, the businesses are involved in helping teach the kids and the high schools are involved where the kids can

make projects,” he added.

“For example, let’s just say there are a group of fifth graders, they’re making robots from kits. By the time they are in seventh grade, they could be 3D printing out parts for their kits. By the time they are in ninth grade, they can be machining out parts for their kits.

“By the time they are in 12<sup>th</sup> grade, in interdisciplinary groups, they could be designing the robots in CAD, like 3D modeling on the computer; doing the printing; doing the machining; doing the wiring; doing the electronics; doing the software coding. Because they are all capable of it, they just need the space for it,” Kylan added.

“There are a lot of different businesses in Marshfield that we’ve started to talk to that are interested in this.

“(Young students) don’t

know about the high tech jobs here, if they don’t get exposure to it.”

UW-Stevens Point will make space available to accommodate the makerspace, as local businesses and organizations come together to develop the area.

“Our logo is actually a lowercase h and a lowercase i put together, that when you put it together is a capital H. When you take things that are small apart, and you put it together, it is something bigger. That’s what it is like with our people here; it’s the partnerships that we create with our customers and suppliers; and that is what we are trying to develop in our relationship with the community. On all fronts, we can work on stuff better together.” ♦

## East Yellowstone: Marshfield’s newest industrial park

By Kris Leonhardt

The city of Marshfield is expanding their offerings to industry as they work on development of the East Yellowstone Industrial Park.

The park will join the city’s existing facilities: Norwood Industrial Park, Yellowstone Industrial Park, and Marshfield Mill Creek Business Park.

“The city was running out of available general industrial land. Site selectors and inquiries have come in for larger tracts of land than we currently have available,” said Director of Development Services Josh Miller.

“The largest contiguous parcel of land of general industrial land that the city



currently has is approximately 16 acres just south of Yellowstone Drive.

“It’s difficult for us to compete to attract new industrial development if

we don’t have larger tracts of land.

“The land out by Draxler Trucking and the south Kwik Trip is zoned “LI” Light Industrial and would

be suitable for light industrial or commercial.

“In 2002, the city had the foresight to obtain an option to purchase on approximately 124 acres of the Ag Research land for future industrial development. That option expires in 2022. This land is identified as General Industrial on the Future Land Use Plan in the Comprehensive Plan. The city is working on rezoning the property, creating a TIF District, and acquiring the property. The plan is to have that completed in 2021.”

For information on available land, visit <http://marshfieldchamber.com/economic-development/available-properties>. ♦



# Marshfield area is hub of transportation

## deBoer Transport

The deBoer Transportation company began as a small, family-run cattle hauling business in nearby Blenker, in the late 1960s.

The business later transitioned from cattle to paper and in 1993, the company bought North American Freight Service. This led to building a southwestern business base which crossed into the Mexico border.

In the 1990s, deBoer also integrated trailer-on-flatcar services and began providing logistics to railways.

The company then extended their services to include brokerage services, an owner operator division, and a company fleet.

Today, deBoer operates as a full-service "Smartway Carrier" in the United States and Mexico.

## Draxler Transport

Marty and Karl Draxler began Draxler Transport in 1989 with two trucks, hauling wood veneer to the West Coast.

From there, the company continued to grow and expand, and in 2001, the company built a new office/dispatch center. Four years later, they added a shop three working bays, a wash bay, and loading docks.

Today, the company operates over 40 trucks and 150



trailers delivering throughout the continental United States.

The Draxlers say that they promote driver retention by focusing on trucks with driver comfort and convenience features.

## Roehl Transport

In 1962, Everett Roehl started Roehl Transport in Central Wisconsin with a single truck, and now, nearly 60 years later, the business has grown to be one of the largest trucking companies in North America.

Headquartered in Marshfield, Roehl has over 2,600 employees across the United States, including major terminal locations in Appleton, Atlanta, Chicago, Dallas, Phoenix and

Iron Mountain, Michigan, with additional offices and drop yards strategically placed to meet customer needs. From professional truck drivers who deliver transportation services to many of the nation's most prestigious brands and customers, to the maintenance technicians who keep drivers and their equipment moving, to the operational, technical, human resources and financial staff that support that mission, Roehl Transport is truly a local company with national reach.

The company is now led by CEO Rick Roehl, who literally grew up in the business and still maintains his commercial driver's license (CDL) so he can stay close to the work Roehl

drivers do for the company's customers. It's that unique leadership perspective that has led Roehl to so many trucking industry innovations, especially focused on truck drivers.

Of course, the desire to be home more as a truck driver has remained strong. So, while more than half of Roehl drivers are home at least weekly, the company created roughly 100 new driving jobs that get drivers home every day. Most of these positions are in Wisconsin, Illinois, Minnesota, and Indiana, and instead of having to take a pay cut to work a local driving job in their area, these experienced drivers earn regional pay and still get home every day. ♦

## Dairy Proud

Marshfield's countryside serves as a rich resource for agricultural research and development and the vast agricultural, dairy, livestock, and alternative energy industries that surround it.

The city is home to the National Farm Medicine Center and the Marshfield Agricultural Research Station, USDA Agricultural Research Service and was host to Wisconsin's 2018 Farm Technology Days.

Steeped in agricultural history, the community, its business, and local organizations have held on tight to those ties, promoting agriculture and its importance to the area. ♦



## Dairyfest continues a 40-year tribute to the dairy industry

By Kris Leonhardt

"When Dairyfest first began 40 years ago, the original organizers – Marilyn Hardacre, Les Leonard and Elmer Frey – saw the need to promote the importance of agriculture in our area," Marshfield Area Chamber of Commerce Program Director Debbie Bauer said.

"We are positioned just right with strong agricultural businesses from manufacturing to producing milk to dairy supply distributors to cheese factories and proud of them. And through the years that tradition of Dairyfest continues and people have come to look forward to participating in this community festival and supporting it."

Dairyfest, a Marshfield community festival honoring the dairy industry, is held the first weekend after Memorial Day annually,

and is coordinated by the Marshfield Area Chamber of Commerce & Industry (MACCI.)

Organizers have marketed the event throughout the state, and Bauer said that people come from larger cities and out of state to attend the family-friendly event.

"The breakfast has been a big draw and people always enjoy a dairy breakfast. It also serves as an opportunity for some of our sponsors to promote the services they provide for example through the National Farm Medicine Center and MACCI's Agri-Business Committee," she added. "Typically, the hotels have many out of town guests that weekend as people have coordinated family events that weekend as it provides entertainment for their guests all weekend.

"Dairyfest is a marketing



avenue to promote agricultural all weekend long. From the dairy breakfast on Friday morning that is served to 2,000 people, to the Saturday activities in the Wenzel Family Plaza where we offer free milk, sponsored by Weber's Farm Store.

"Our Saturday's activities include cheese sampling from various local dairy's and meats samples from Wenzel's Farm and Hewitt's Meats, and cranberries from local growers. This has provided people with an opportunity to sample something before they buy or maybe they would never have even

tried. We have referred people to where they can purchase these items and helped drive people to buy local, or perhaps even have something shipped to them.

"During our Saturday parade, H&S Manufacturing is always a part of it and proudly participates with a piece or two of machinery. Dairyfest always takes on a dairy related theme and from the ceramic coffee mugs given to all attendees at the breakfast to the t-shirts people 'sport' all year long.

"Dairy remains prevalent in our community and we are 'Dairy Strong.'" ♦



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